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Editorial Notes and Comment

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RALLY DAY is nearly here. This is too important a time in the history of the Sunday-school and the Church to be neglected. Let it be a real rally day, where all the forces of the school are brought up to their very best. Read what our superintendent has to say on this subject on page 14 of this paper. Adopt all of his suggestions that you can. If you need any further help, write to him about it. He wants to aid you all he can. Get to work at once. Enlist everybody in the school. Pray for God's blessing upon your efforts. The results will be great and lasting.

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ADVERTISING is becoming more and more general in its application, and more and more scientific in its methods. There was a time when the merchant bought his goods and placed them in his store, and then sat down and waited for the customers to come. He was satisfied, if he got what he considered a fair proportion of the business of the community, as compared with the other merchants. Today the merchant who adopts this plan would soon find that he had few or no customers. He must tell the people about his goods, what he has and what are their special attractions. The leaders in the churches are beginning to realize that the children of light can and should learn wisdom from the children of this world. The result is that various efforts are being made to advertize the church. Some of these efforts have been well directed and have been beneficial. Others have not amounted to much. To be effective they must be carefully planned and the plans carried out wisely. One great difficulty about the matter has been that these efforts have been spasmodic and have usually been made by a single congregation. A movement which promises great results has just been started in Richmond by the Advertisers' Club of this city. This club is composed of representatives of several hundred of the leading business houses. The club has appointed a committee to call a meeting of the pastors and leading members of all the churches at some place to be announced in a few days at which a plan is to be proposed for advertising church attendance. The plan is not to advertize any special church or church service but in a very broad way to advertize the importance, the duty and the benefits of attending church services. The effort will be made to enlist every congregation of every denomination in this movement. The Advertisers' Club has undertaken to launch this movement because they believe it will be for the general welfare of the city. If it meets with the endorsement of the representatives of the churches, the club will undertake to carry the scheme through in a very large way. The details of the plan will be worked out in a short time. An interesting

fact about this movement is that it had its origin in an organization of business men, without any suggestion from the preachers or from any one who represents the churches. It is true, of course, that many of the members of the club are active members of the churches. We believe that such a movement will result in great good. It will show to people in and out of the church that they are expected to attend the services of God's house. A general movement, such as is proposed, will start people generally to thinking and talking. When people begin to think and talk, they are likely to act.

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SPEAKING of church advertising, a business man said: "When a church advertizes it must be ready to deliver the goods, just as the merchant must be. The preacher must put into his sermon what will be of real value to his hearers, and the people must render the service that is expected of them. When I go into a store, I am made to feel that I am welcome there. So when a man, especially a stranger, goes to church, he ought to be made to feel that the people are glad to have him there, and that they are interested to see that he gets what he needs." This is a good suggestion. Many churches do show a cordial welcome to strangers. Some do not. All can do more in this line. There is often times complaint on this score for which the church is not responsible. Some members of the church attend so irregularly and take so little interest in church affairs that in a large church they are known to few of their fellow-members. Sometimes a stranger comes in and takes a seat near the door and leaves as soon as the benediction is pronounced, before anyone has a chance to speak to him. If he would tarry long enough for pastor and people to speak to him, he would find more warm-hearted cordiality than he probably expected.

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THE AMERICAN-MEXICAN joint commission, appointed by the governments of the two countries to arrange an adjustment of border troubles and other questions between this country and Mexico, is holding its meetings in New London, Conn. Many serious and important questions are before the commission, and tremendous results hang upon its decision of these questions. Shall it be peace or war that comes out of these conferences? The men who compose this commission have no doubt been wisely chosen, but they are but human, and so their knowledge is limited. How much better they will be able to accomplish their task if they are guided by God's Spirit. Let the Christian people all over this country pray that God may give them all needed wisdom.

VISITORS in the home on the Sabbath day should be invited to go to church with the family, and, if necessary, a reasonable amount of pressure should be used to persuade them to do so. If they will not go, the Christian should quietly say to them that it is his custom and his duty to go to church; and that, if they will not go, they must excuse him until he returns. Your visitors will respect and honor you all the more because you show your colors and stand by your principles. They will realize that there is a value in the religion which you profess. The Christian's place on Sunday at the hour of public worship is in the house of God. He has an appointment there with God, who has promised to meet him. Attendance upon these services is a part of the work that God has assigned him. And it is one of the things that brings to him more of blessing than almost anything else that he can do. If he were working for an earthly master or were engaged in business for himself, he would not let a visitor keep him from his daily work. He would simply express his regrets at having to leave him and go on at the regular hour to his work, whatever it may be. Is it not just as important to keep an engagement with God as it is to keep one with our fellowman? Is not our spiritual business just as important and profitable to us as keeping open a store or working in a shop? "Neglect not the assembling of yourself together as the manner of some is."

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VISITORS are the cause of a great many people staying away from church. This is especially true in villages and country near cities. There are thousands of people that go out from the cities to spend Sunday with their friends in the country. It is a cheap way to get an outing. And now that automobiles are becoming so common the number of these visitors is increasing very rapidly. We knew a case a short time ago where one family had forty-five visitors on a single Sunday. Some were friends, some were only acquaintances, some were strangers who came with friends. These came unannounced. Such visits impose a great burden upon the housekeepers, who in this day do not usually have many servants. Instead of the day being a Sabbath of rest it is made a day of most strenuous labor. Besides this, such visiting takes the people away from their churches in the city, and prevents their friends in the country from attending church. It is a rare thing that such visitors care to go to the country church. And naturally the host and hostess do not feel that they can go off and leave them. It would be well for any who have been making such visits to think on these things.

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The best medicine is a mind at peace with God and man.